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Annex "A," Subparagraph 11,

Sociological Background

PUBLIC INFORMATION

204 Newspapers are still by far the most important media for disseminating news in Finland. Virtually every family subscribes to at least one daily newspaper and to several magazines. Educated people all over the country commonly subscribe to a Helsinki paper in addition to a

207 [205] local one. As distributor of the latest news, radio is indispensable in many rural areas where mail deliveries do not exceed two or three times a week. The news service, both for the papers and the radio, is comprehensive and quick.

546 Movies, on the other hand, have little importance in disseminating news. Newsreels are of actual value only in Helsinki and in other major cities, for when they arrive in the rural areas they are usually hope=227_lessly out-of-date.

207 they are usually hopelessly out-of-date. There is no television in Finland and probably will not
203 be for a number of years. Public address systems, megaphones, posters, pamphlets and leaflets play very little part in distributing news;
[208] they are used mostly for political propaganda purposes. The Finns are not easily frightened or excited, and rumors among them are usually very short-lived. As a rule the rumors which do circulate are concerned with Finnish-Russian relations, but experience has taught that there is little reason to believe them.

•204 The first newspaper (in Swedish) appeared in Finland in 1771, the first one in the Finnish language in 1776. The major newspapers of today have their origin in the political and national controversies of the last century. As a result, the daily newspapers in Finland mostly

204 have a distinctly political coloring and function as party organs. In reporting and analyzing foreign news, the papers are generally impartial and refrain from comments in favor of any foreign power-except, of course, the papers holding communistic views. But the news of Finland itself is too often slanted according to narrow party standards, and too many readers are influenced in this way. The magazines, on the other hand, are non-political publications for cultural or entertainment purposes, although some of them may express views colored by the party connections of their respective editors.

In 1954 the number of newspapers appearing in Finland at least twice a week was 118, 17 of them published in Swedish. The number of periodicals, appearing at the most once a week, was 945, making a total of 1063 publications in

all. These publications may be grouped as follows:

Daily	17
6 days a week	46
5 days a week	1
4 days a week	5
3 days a week	31
2 days a week	18
Weekly	117
Bi-weekly	72
Monthly	229
Bi-monthly	129
Quarterly	197

Of all the papers and journals 886 were in Finnish, 107 in Swedish, while 57 were bilingual and 13 appeared in foreign languages. The last-mentioned were mostly scientific publications in German, French, English, Russian

204 or Esperanto.

The most important newspapers in Finland are listed in the table on the following page.

Many of the older newspapers have changed their names and acquired their political coloring during the years of their publication.

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Name	Party	Where Published	Date of Origin	Circulation
Helsingin Sanomat	Independent	Helsinki	1890	194,000
Uusi Suomi	Nat. Coalition	Helsinki	1847	91,000
Aamulehti	Nat. Coalition	Tampere	?	72,000
Hufvudstadsbladet	Independent (Swedish)	Helsinki	1864	65,000
Turun Sanomat	Finnish People's Party (Liberal)	Turku	1817	50,000
Suomen Sosialidemokraatti	Social Democratic Party	Helsinki	1895	45,000
Ilkka	Agrarian Union	Vaasa	1906	27,000

Työkansan Sanomat	Communist	Helsinki	1946	27,000
Vapaa Sana	People's Democratic Union (Communist controlled)	Helsinki	1944	26,000

Of the newspaper relecting interests other than political should be mentioned Karjala, an organ for the Karelian evacuees, with a circulation of about 60,000; Kotimaa, organ for the Church and religious interest groups, circulation about 50,000; and Yhteishyvä, a co-operative movement newspaper with over 200,000 readers.

The most noteworthy of the periodicals are Kotiliesi (The Home), a fortnightly designed for housewives, with a circulation of 210,000; Seura (The Companion), a weekly containing stories and articles on popular subjects,

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204 circulation 150,000; and Suomen Kuvalehti (Illustrated Journal), an illustrated weekly on timely topics, circulation 130,000. These periodicals are popular in all layers of society, in the cities as well as in rural areas.

214 The major publishing companies are Werner Söderström Osakeyhtiö (Porvoo and Helsinki), Kustannusosakehtiö Otava (Helsinki), K. J. Gummerus Osakeyhtiö (Jyväskylä and Helsinki) and Osakeyhtiö Tammi (Helsinki). These companies publish all types of literature, scientific as well as fiction, and school books. The amount of translated material published annually is very great. The two first-mentioned companies enjoy the greatest prestige, and they are also financially the most secure. The aggregate output of the publishing companies is at least 3000 new books a year, a large output for the size of the population.